

WHAT IS CLAIMED IS:

1. A package for mailing items from a merchant to a customer, the package comprising:
at least one surface, the surface having a bar code thereon; wherein
5 the bar code identifies the customer.
2. The package of Claim 1, wherein the bar code includes a complete order and return history for the customer.
3. The package of Claim 1, wherein the package is adapted to be returned from the customer to the merchant via mail.
- 10 4. The package of Claim 1, wherein scanning the bar code enables the merchant to identify items or categories of items in which the customer is interested.
5. A method of tracking an order and return history of a customer, the method comprising the steps of:
providing a package including a bar code that identifies the customer;
15 receiving the package from the customer, the package containing returned items;
scanning the bar code to identify the customer;
inputting the returned items into an inventory database; and
updating the customer's order and return history.
- 20 6. The method of Claim 5, wherein the steps of inputting the returned items into the inventory database and updating the customer's order and return history are performed simultaneously.
7. A method of targeted advertising, the method comprising the steps of:
accumulating information about orders placed by a customer;
25 analyzing the information;
predicting, based on the information, what type of items the customer is likely to purchase in the future; and
providing the customer with advertising directed toward those items.
8. The method of Claim 7, the method further comprising the step of:
30 providing a package including a bar code that identifies the customer.
9. The method of Claim 8, the method further comprising the step of:

receiving an order from the customer.

10. The method of Claim 9, the method further comprising the step of:
scanning the customer's bar code.

5 11. The method of Claim 8, wherein the advertising is provided to the
customer in a second package that includes the customer's bar code.

12. The method of Claim 11, the method further comprising the step of
sending the second package to the customer.